

Shoe box   Hall   Wall   Other

*please circle the correct one*

Approved by: \_\_\_\_\_

## Marketing Display Thumbnail Sketch

Names: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Date Up: \_\_\_\_/\_\_\_\_/\_\_\_\_

Date Down: \_\_\_\_/\_\_\_\_/\_\_\_\_

Score: \_\_\_\_\_

*Please note: You will lose 5 points if the up and down dates are missing.*

(50)

**\*\*Items 1-10 are worth 3 points each, the sketch is worth 20 points. Don't forget to include your ID Card.\*\***

1. Is your display promotional (\_\_\_\_) or institutional (\_\_\_\_)?
2. What product, service, or idea are you trying to promote? \_\_\_\_\_  
\_\_\_\_\_
3. What time of the year should this display be used? \_\_\_\_\_
4. Which of the 9 display arrangement(s) will you be using? \_\_\_\_\_  
\_\_\_\_\_
5. What color scheme are you using **and** what effect do you hope to attain? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. What is the creative theme for this display and is it appropriate for the product and target market?  
\_\_\_\_\_  
\_\_\_\_\_
7. Who is your "target market" (expected audience)? \_\_\_\_\_
8. What is your major attention getter? \_\_\_\_\_  
\_\_\_\_\_
9. Why will this display appeal to your "target market"? \_\_\_\_\_  
\_\_\_\_\_
10. Make sure to identify all merchandise and props that will be needed to construct your display. You may label these on the sketch or list what is not obvious below.

**DRAW A ROUGH SKETCH OF YOUR DISPLAY ON THE BACK SIDE OF THIS SHEET**